WEBSITE DESIGN:

Project 2

YALE SCHOOL OF ART

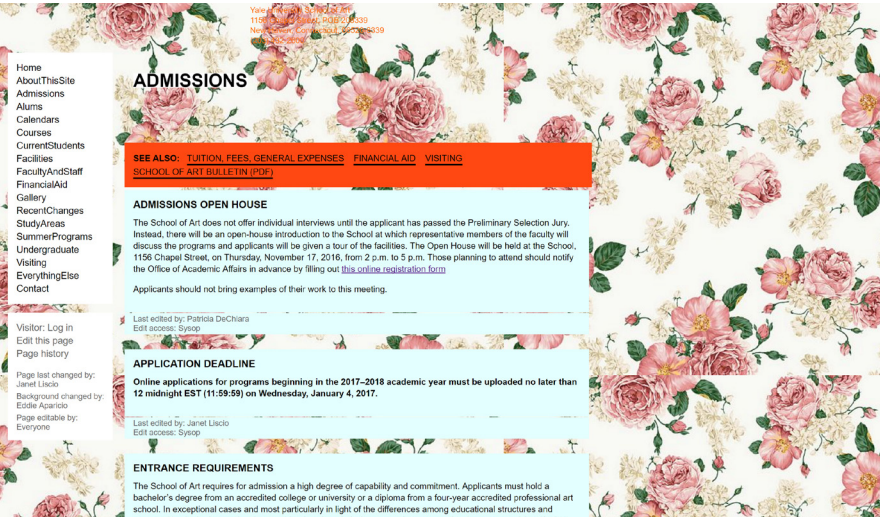
BY CHRISTINA ANZALONE

ADVANCED WEB DESIGN

INSTRUCTOR: JEFF JANELLE

DATE: 02/16/17

Client Brief



The Yale School of Art is the art school of Yale University, located in New Haven, CT. Founded in 1869 as the first professional fine arts school in the United States, it grants Masters of Fine Arts degrees to students completing a two-year course in graphic design, painting/printmaking, photography, or sculpture. The School of Art, however, is NOT part of the Yale Graduate School of Arts and Sciences, and has it's own application process.

US News & World's 2012 and 2013 rankings rated Yale first in the United States for its Masters of Fine Arts programs.

Currently, you can get clearer information about the school by going to Wikipedia instead of going to the school's own website. The website itself is actually a module-based wiki that is editable by every current graduate student, staff person, and faculty member, though certain areas, like course descriptions, are locked/cannot be edited by everybody.

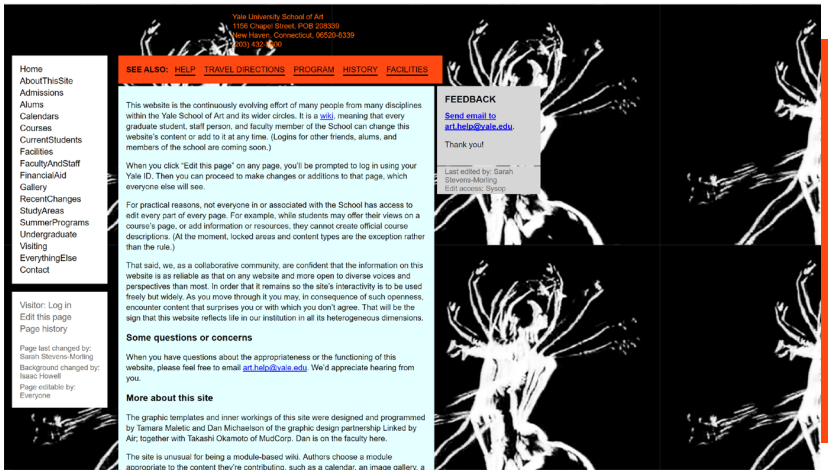
That being said, the school is a collaborative community, and wants diverse voices and perspectives to be represented. They want a website that "reflects life in our institution in all its heterogeneous dimensions."

Client Brief

The school wants to celebrate diversity and novelty, freedom of expression, but the website in it's current state makes it hard for anybody to read or find anything. To an outsider, the site seems like an elitist inside-joke, like it is something only people attending the school can understand. It is the website equivalent of Marcel Duchamp's "Fountain." They seem to want the viewer to ask "what is art?" or "what is good web design?" or perhaps a general "what is it I am looking at right now, am I on the right website?" It is extravagantly off-putting, if you don't understand their wacky website, then you're not good enough to attend. That is how some might feel by looking at it, though some art students may interpret it as being funny and avant-garde.

Yale School of Art only offers Masters degrees, so applicants must have a BA degree, or have an admissions committee determine if their credentials are sufficient. "In either case, admission to the School of Art is on a highly selective and competitive basis." Perhaps they really are purposefully making information hard to find and read. It's almost like a test to see how badly people want to attend.

Surely, there must be a more elegant way to express elitist, creative diversity, with a sense of humor.



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It is the website equivalent of Marcel Duchamp's "Fountain."

Client Brief

CURRENT SITE ISSUES

- The school address is in small orange font in front of many different background images, hard to find and read.
- Information is not organized well. Since there are no drop-down menus, individual pages have too much information to sort through.
- Lack of breadcrumbs and selected states makes it hard to know what page the user is on.
- A lot of small text in blocks of color, some of which have their own scroll bars, not user-friendly.
- The background images are busy patterns or moving gifs that are distracting and make the small text even harder to read. Art students' eyes get strained enough as it is in their daily routines, plus they are stressed from applying to schools, so they don't need additional strain trying to find information.
- Not responsive, probably even harder to read on a phone.

SOLUTIONS

- Condense Navigation to essentials.
- Use Drop-down navigation to sort categories and make info easier to find.
- Create breadcrumbs and selected states.
- Keep backgrounds clean near text.
- Make text bigger.
- Have some place to put fun images that represent the artistic nature of the school where they aren't overwhelming to the viewer.
- Focus on the most important information.
- On Homepage call attention to events like gallery exhibitions.
- Create a responsive layout.

Client Brief

TARGET AUDIENCE:

- Upper Class, able to afford $36,359 annual tuition fee, aged 21-40.
- Cutting-edge, avant-garde art students looking for a Masters degree who already have a BA degree.
- Wealthy parents who want to know where their money will be going and where their child will be attending.
- People who like art and want to attend art shows, art collectors, prospective employers to the students.
- Current students who need info.

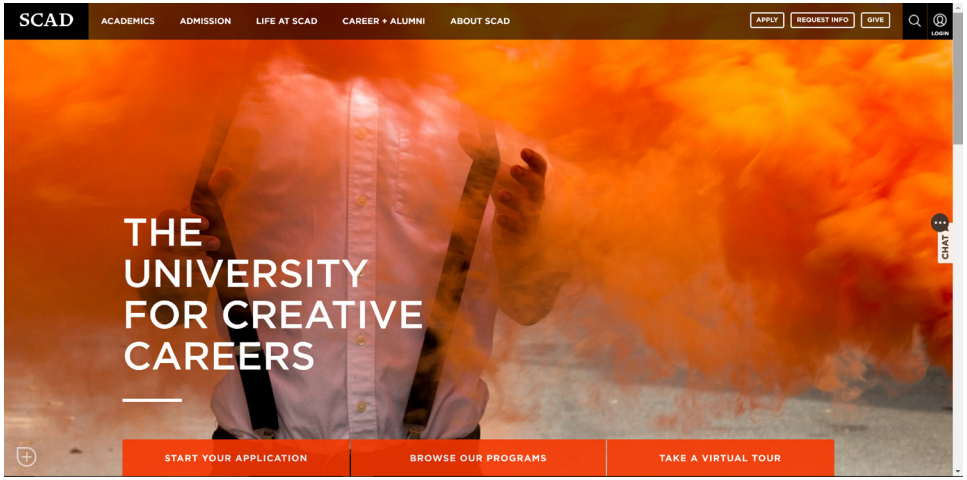
CLIENT NEEDS AND GOALS:

- Show the eclectic, diverse nature of the school in a functional way.
- Make school and application information clear and easy to find.
- Appeal to fantastic artists and make them excited to apply.
- Promote current student work and art exhibits to help students be succesful. This will also generate interest for applicants.
- Remain a top school and attract the best of the best, who have money to spend on school.

MEASURES OF SUCCESS:

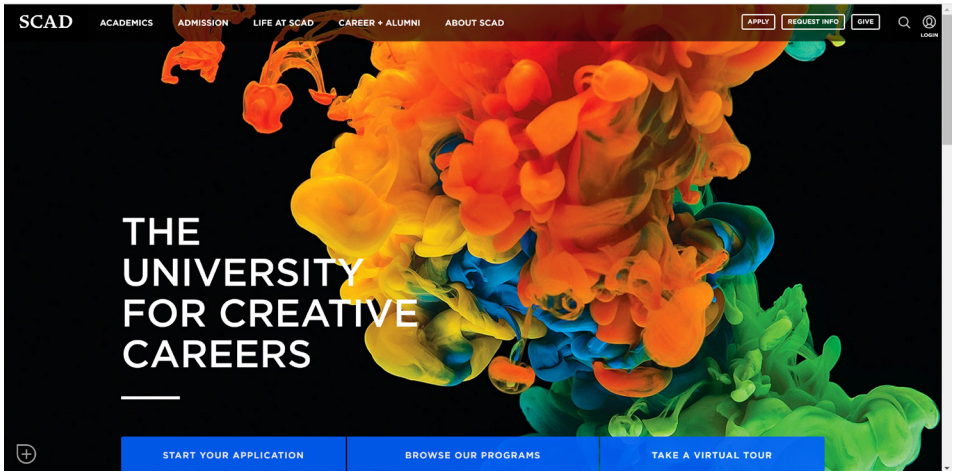
- Increase in amount of applicants.
- Increase in applicants' quality of work.
- Increased attendance to exhibitions.
- Decrease in application errors.
- Decrease in emails and phone calls asking questions.
- Increase in student employment after graduation.

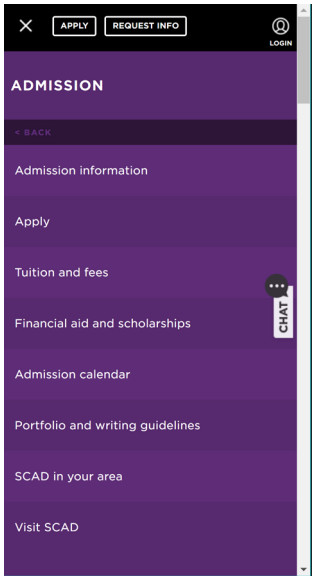
Inspiration

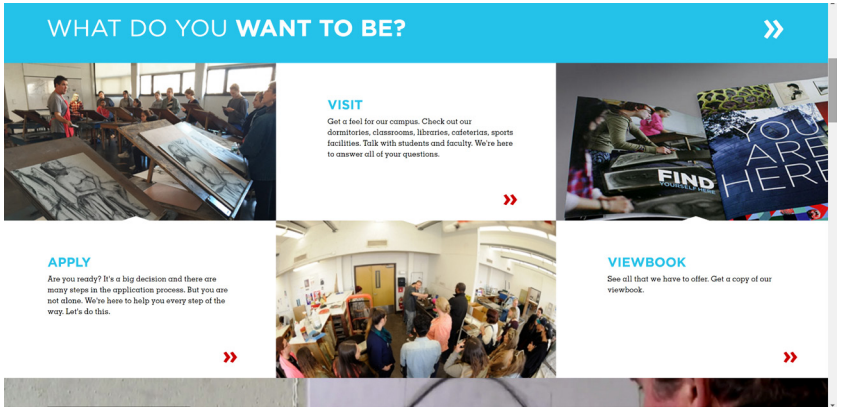


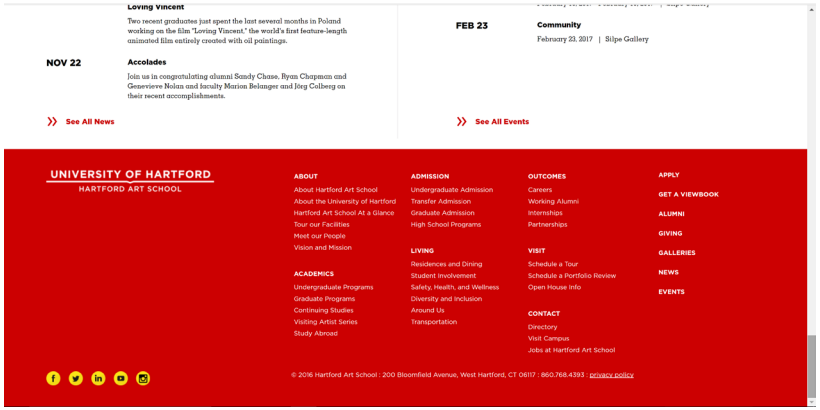
SCAD is so creative that they have several different loading screen images. The buttons at the bottom change color based on the image as well. The top bar is a drop-down menu, each category has a different color associated with it.

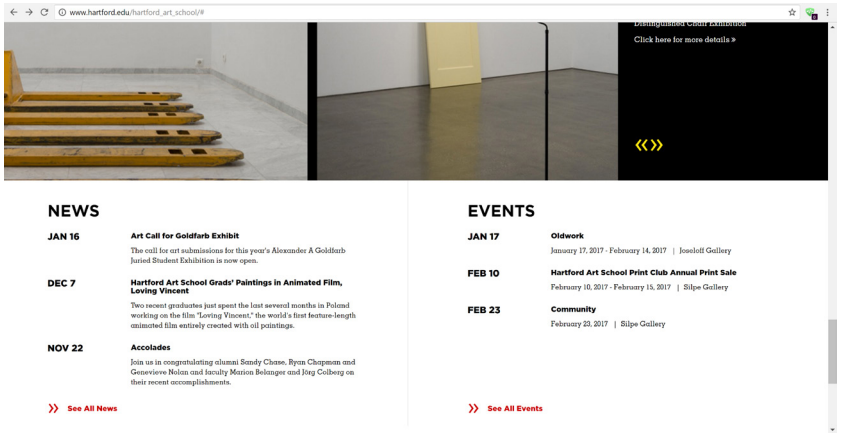
Their phone layout is nice too, and the way the burger menu slides out with the main categories, then you choose which one and the sub menu slides out.

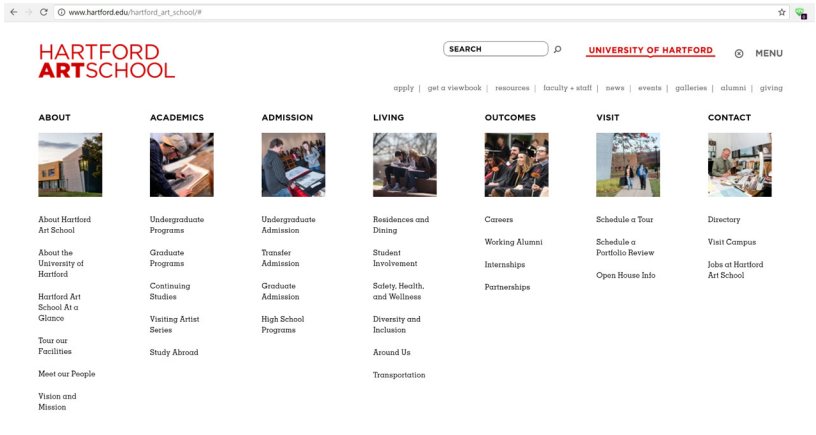




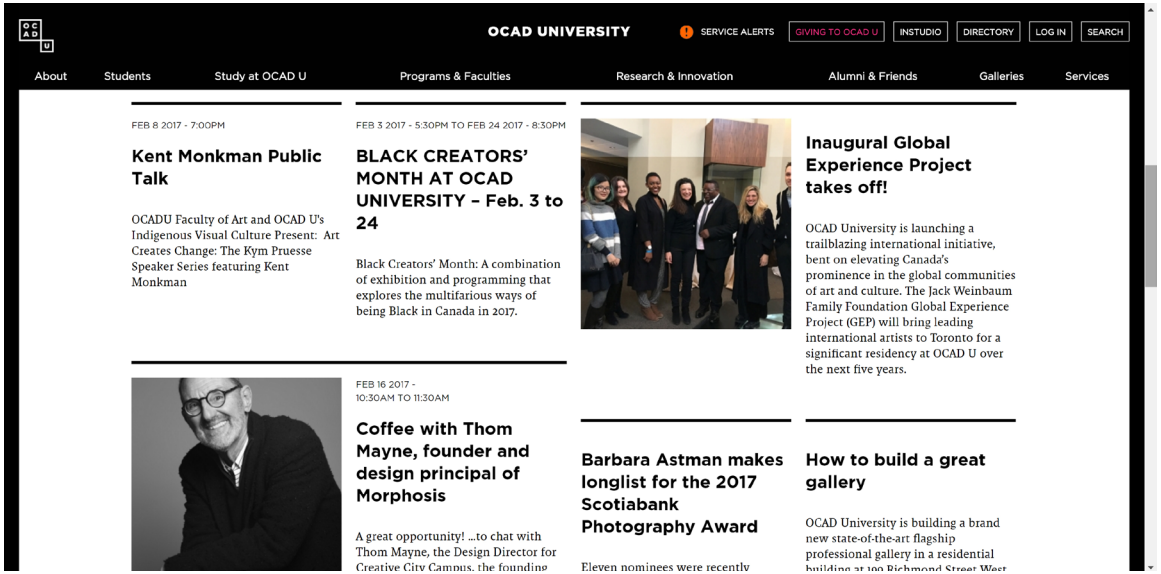






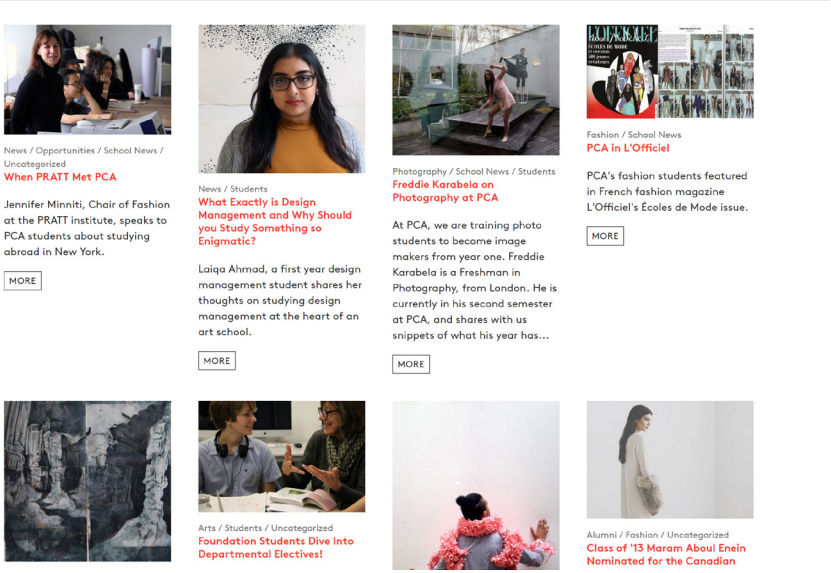


Hartford Art School has an interesting navigational menu, it takes over the entire screen when clicked, but everything is laid out nicely, easy to read. As the screen gets smaller, the pictures disappear, and it eventually turns onto an accordian menu. I like the burger menu of SCAD better though. I like the way Hartford has it's news and events laid out on the home page, and their use of accent colors. I think the serif font they are using is a bit thick, but it's not terrible.

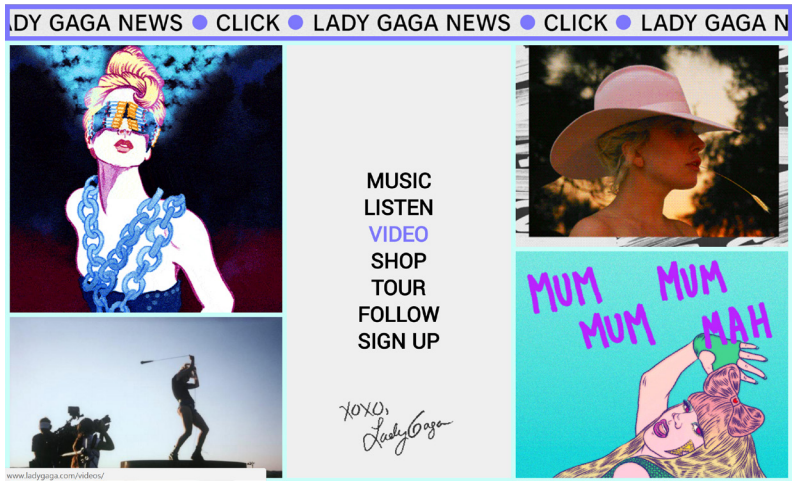


I like OCAD's use of line/ border-top to differentiate story sections, and their use of black and white.

Paris college of art uses only white space to separate events, and the pink accent color for their heading. I like that everything is vertical-align-top with different lengths, it keeps everything fluid and interesting.



Ringling's website isn't really that interesting to me, but I do like this section where they used multiple photos in different sizes, though some people might think there is a missing photo.



Not really inspirational, just noteworthy that Lady Gaga's website is also purposefully bad, a ton of moving gifs and a giant bar scrolling at the top. It makes me wonder if it is a weird art movement that's going on, like a throwback to Myspace and Geocities days.

After further research, I found that it is indeed a trend called "Web Brutalism." Most brutalist websites were created from the drive to create something original, and "marked by a ruggedness and a lack of concern to look comfortable or easy." It's like what David Carson was to publication design. Admittedly, they are intriguing because they are weird and different, but they are intended for a certain audience. Probably programmers and designers who have a sense of humor, keep up with trends, and like randomness. Which means, those are the type of artists that Yale wants, people on the cutting edge. But they shouldn't really be promoting lack of function to graphic design students.

Type Study

Entrance Requirements

The School of Art requires for admission a high degree of capability and commitment. Applicants must hold a bachelor’s degree from an accredited college or university or a diploma from a four-year accredited professional art school. In exceptional cases and most particularly in light of the differences among educational structures and opportunities in the international art world today, the admissions committee may waive these prerequisites if other proofs of preparation and accomplishment are deemed sufficient equivalents

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Type Study

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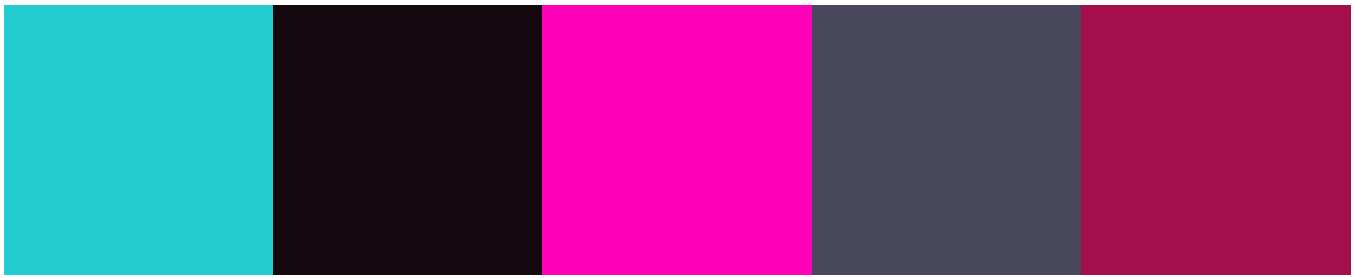
Color Study

#23CCCF #FFF600 #7E8287 #0C1B33 #7A306C



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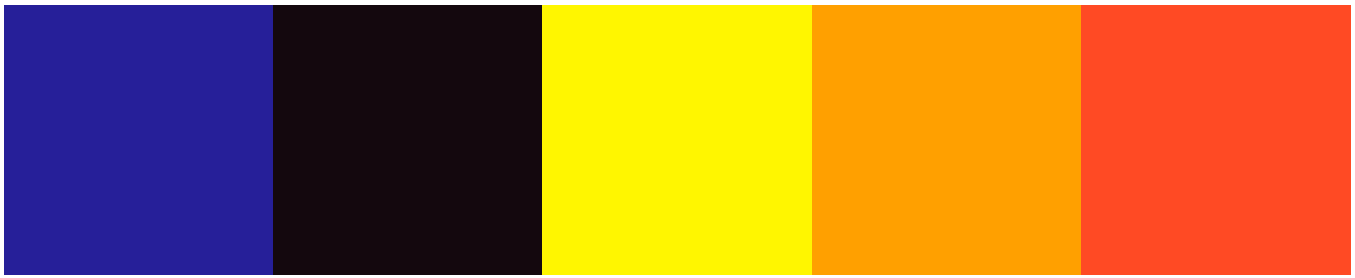

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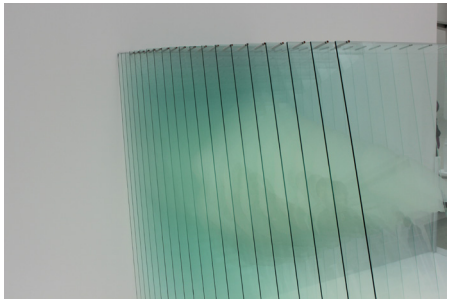
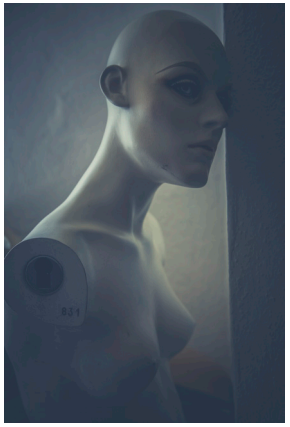
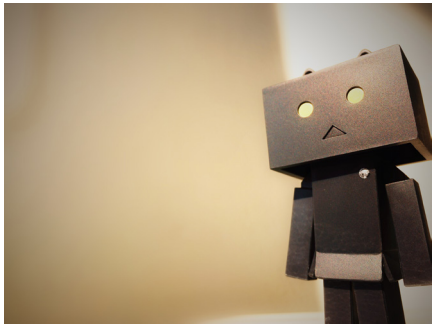
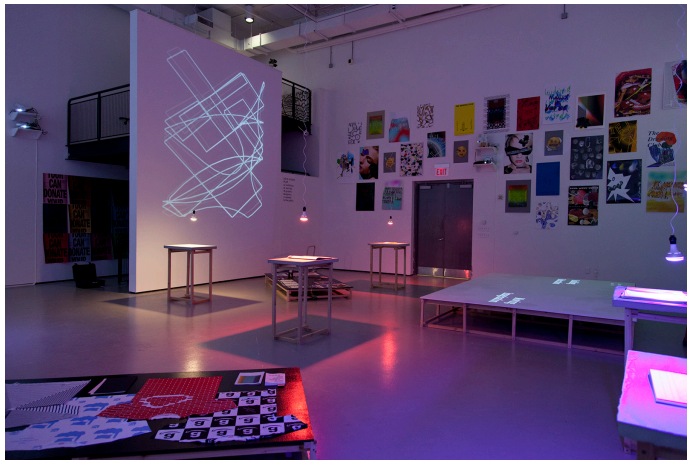






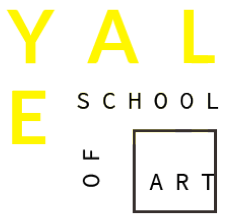


Cain [Live]
—Chesslo
Junior—

CLASSIC
CLASSIC

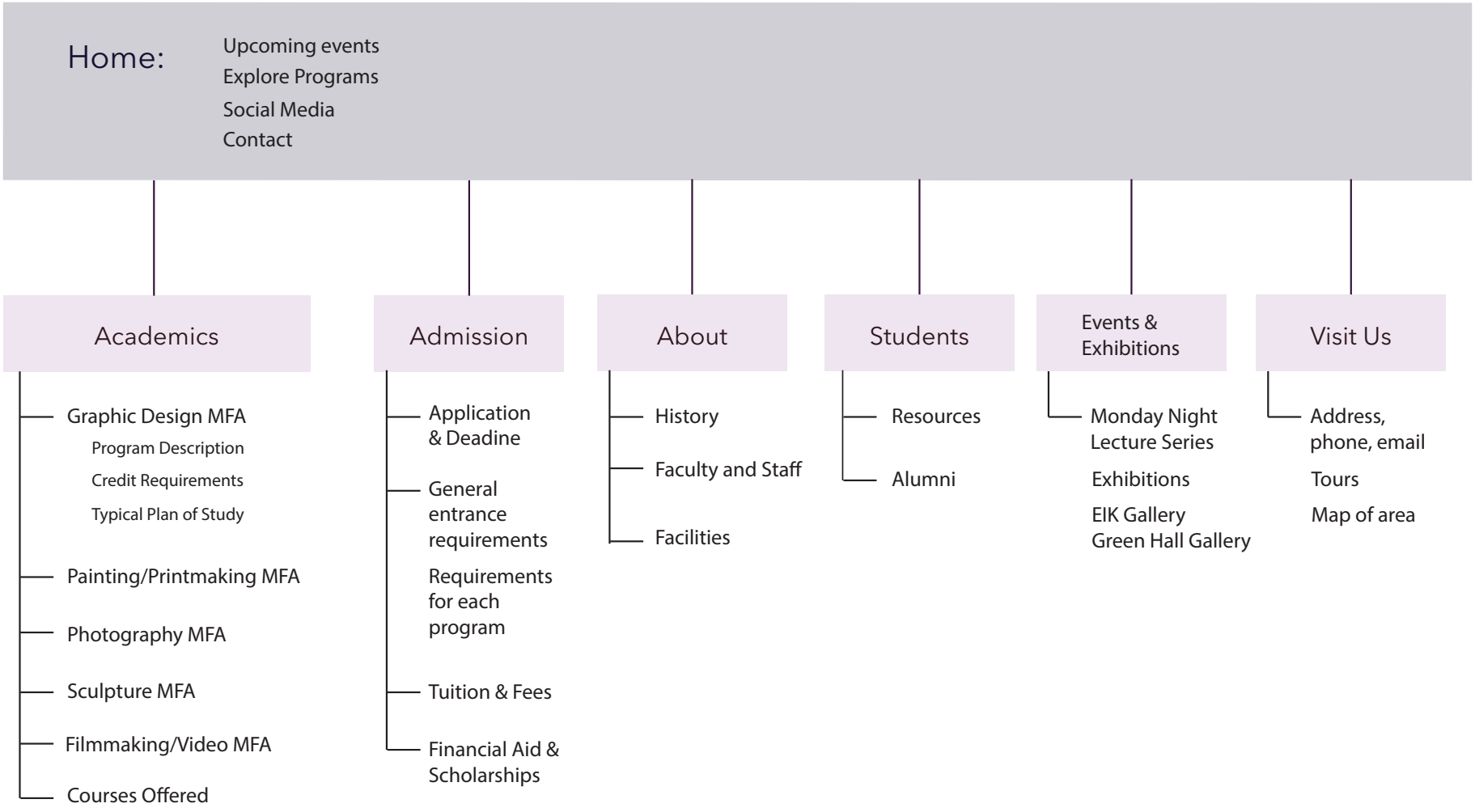
TAKE THIS POSTER AND EAT IT. IF ITS TOO HARD TO EAT— THROW IT OUT OF THE WINDOW.
Identity / Sat Feb
2014 / Yale Univers
Art Gallery Lectur
Hall, 1111 Chapel
WELCOME TO YALE
Tues April 21, 6-8pm
Green Hall
Room 210
ANNUAL
MAJOR
ART
ALUMNI PANEL
YALE
COLLEGE

Logo Ideas



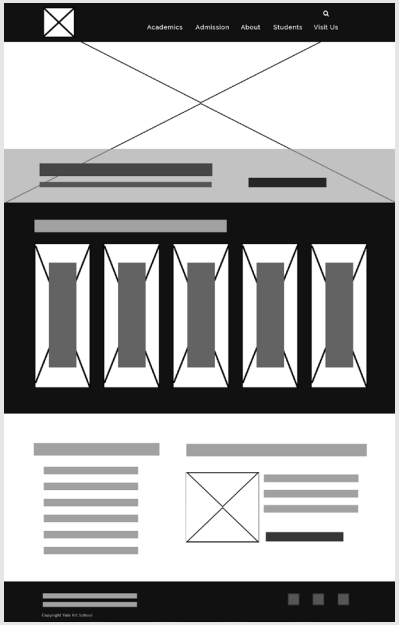
Site Map

YALE UNIVERSITY SCHOOL OF ART WEBSITE

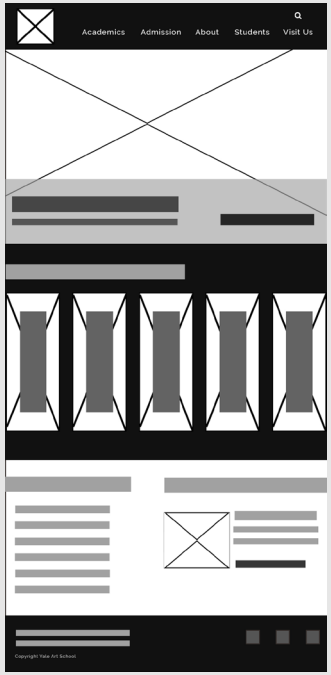


Wireframes

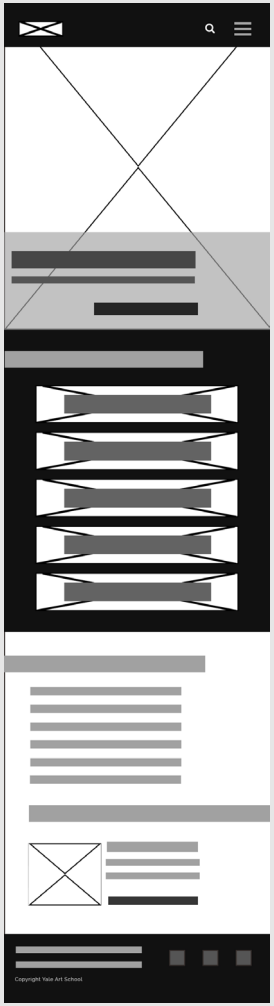
DESKTOP HOMEPAGE



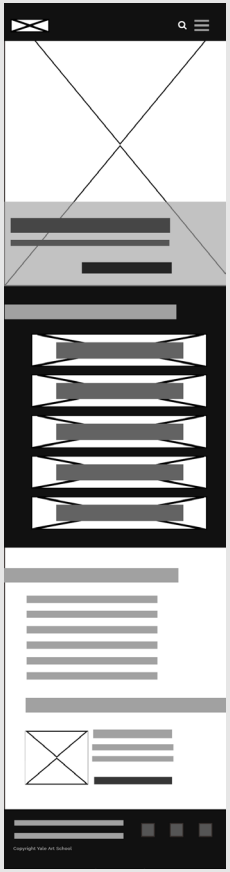
IPAD LANDSCAPE



IPAD PORTRAIT



IPHONE 6 LANDSCAPE



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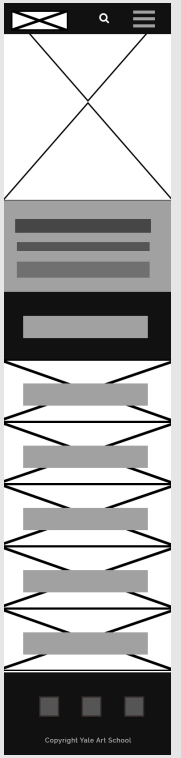
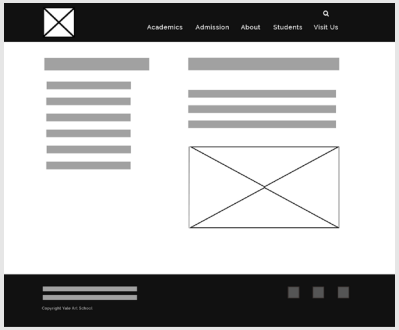


Wireframes

DESKTOP BASIC LAYOUT



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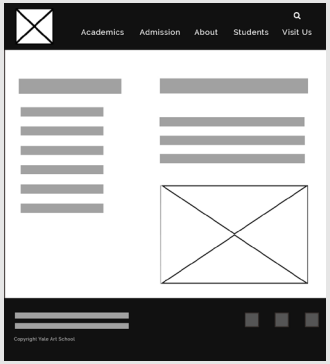

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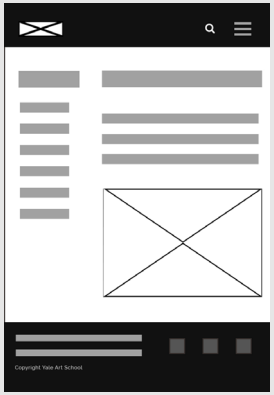

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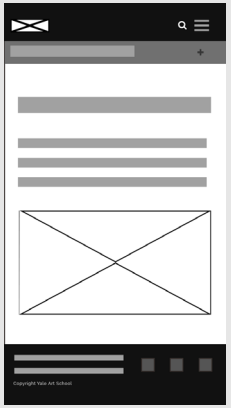

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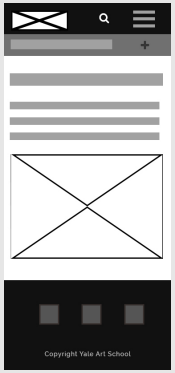
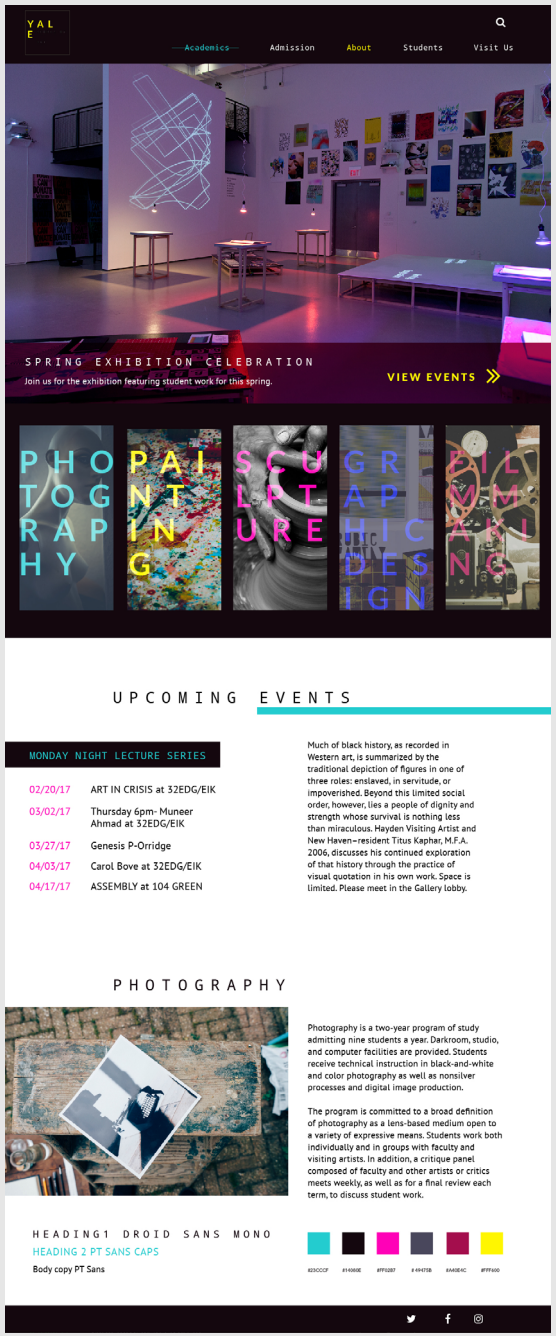
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